**Marketing Mix Response Rubric**

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| **The Student:** | **Points Possible** | **Points Earned** |
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| Explains how changing the recipe (Product), location (Place), cost (Price) and advertising (Promotion) or decisions regarding the marketing mix affect your sales. | 20 |  |
| Recognizes and describes the element of the marketing mix that played the greatest into profit or loss. | 25 |  |
| Identifies what was learned. | 15 |  |
| Describes how marketing mix decisions apply in other business situations | 20 |  |
| Properly Formatted the Paper (3-4 Paragraph Business Memo in Microsoft Word) | 10 |  |
| Has a memo free of mechanical errors | 10 |  |

TOTAL POINTS EARNED: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/100 POINTS